Councilmember Paul Koretz
City of Los Angeles
200 N Spring St
Suite 440
Los Angeles, CA 90012

Cc: Adel Hagekhalil, General Manager, StreetsLA
Seleta Reynolds, General Manager, LADOT

September 4, 2020

Transmitted via Email

Re: Uplift Melrose

Dear Councilmember Koretz,

As community leaders in the Melrose, Fairfax and Greater Wilshire neighborhoods we are writing to ask that you approve StreetsLA's request to apply for grant funding for the project "Uplift Melrose."

As you are aware, StreetsLA and the Melrose BID have conducted significant outreach in the month of August. The outreach process started on August 11, at the Mid City West Neighborhood Council board meeting, where the board heard from members of the public. In total, 33 people that made public comment supported the project, and 3 did not support the project. The board then considered a motion of support and voted to support the project by a wide margin – 29 yeas to 2 nays.

On August 14, the Melrose Business Improvement District board voted unanimously to support the Uplift Melrose project. On August 20, the Melrose BID along with StreetsLA walked the entire project length – Melrose between Highland and Fairfax, stopping at every open business and receiving widespread support for the project (much of which is reflected in the attached letters).

On August 25, StreetsLA presented at the Greater Wilshire Neighborhood Council land use committee meeting, where the committee voted to unanimously support the project.

After distributing 5,000 flyers to every residence in the area (two blocks north and south of Melrose between Fairfax and Highland) inviting them to the August 26th online town hall meeting, StreetsLA hosted the meeting, where the community further had an opportunity to learn about the project, ask questions, and give feedback.

Since August 11, StreetsLA has also had an online survey available for the community. As of September 4, over 500 people have completed the survey, 327 of which live within the project area - and 71% approve of the project. The project also has the support of educational, religious, and nonprofit institutions in the community, including Young Israel of Los Angeles, Yeshiva Ohr Elchonon

Chabad, Melrose Chabad, Chabad of the Miracle Mile, Melrose Elementary School, Fairfax High School, Friends of Hancock Park Elementary School, and more.

To sum it up, both neighborhood councils, the organization that represents the local businesses, community organizations, business owners, and residents are all asking the city to apply for this transformational grant. On the following pages you can see some of the key letters of support (many of which were already emailed to you). We cannot imagine refusing a $50 Million investment into our community, just when it needs it the most. This is a pivotal time, one that behooves us to think about the future – trees, lighting, bike lanes, and safe pedestrian infrastructure help people get around outside of cars, which are the single largest emitter of greenhouse gas emissions in California. For the sake of our community, our businesses, our children's future, and the planet, we ask that you allow this project to move forward, and allow the city to apply for the grant.

Thank you,

Yaron Abraham, 7200 block of Melrose (Fratelli Cafe)
Limor Afergan, 900 block of Vista
Moyo Amiel, 7400 block of Melrose (HQ LA)
Orna Amzaleg, 7700 block of Melrose and 900 block of Vista (Sportie LA)
Eli Amzaleg, 7700 block of Melrose and 900 block of Vista
Melanie Annan, 300 block of N Curson
Eddie Arrazola, 7100 block of Melrose (Lobos Boxing)
Yesenia Arroyo, Melrose/Fairfax (Fairfax High School Assistant Principal)
Thomas Bailey, 300 block of N Ogden
Maqil Baksh, 300 block of Gardner
Kori Bernards, 900 block of South Ridgely Avenue
Aris Biegler, Melrose/Fairfax (Fairfax High School Teacher and UTLA rep)
Cindy Bitterman, 6600 block of Colgate
Shem Bitterman, 6600 block of Colgate
Pierson Blaetz, Melrose/Fairfax (Melrose Trading Post & Greenway Arts Alliance)
Lauren Borchard, 500 block of N Orange
Rabbi Bouskila, Beverly/Grove (Sephardic Educational Center)
Karlenea Brown, 1200 block of S Dunsmuir
Racheli Buchler - Melrose/Fairfax
Tamir Buchler - Melrose/Fairfax
Michael Busse, 800 block of N Hayworth
Charlie Carnow, 8800 block of Alcott
Matthew Carpenter, 800 block of S. Cloverdale Avenue
Yoon Chang, 7400 block of Melrose (Shop Wknd)
Brandon Charif, Beverly/Grove
Evan Charest, 7200 block of Melrose (Severance Wine Bar)
Lindsey Chase, Beverly Grove
Jaime Chavez, 7300 block of Melrose (Players Lounge Barbershop)

Philippe Chica, 7200 block of Melrose
Robert Chica, 7600 block of Melrose
Alisa Chompupong, 800 block of North Curson Avenue
Mario Colli, 400 block of N Orange Grove
Charlie Conrad, 7300 block of Melrose (Village Idiot)
Tracy Cook, 100 block of N. Sycamore
Jeanette Corcuera, 800 block of South Burnside Avenue
Ariela Cramer, 700 block of South La Brea Avenue
Collin Cramer, 700 block of South La Brea Avenue
Donato Crowley, 7600 block of Melrose (Cosmo & Donato Boutique)
Amish Dani, 700 block of North CitrusAvenue
Daniele Dicembrino, 300 block of Gardner
Daniela Demetrio, 7700 block of Melrose (Ubatuba Acai)
All Dickison, 800 block of N Formosa (and co-owner of Toasted and Roasted at 7311 Melrose)
Michael Do, Beverly Grove
Aysegul Dogan, 7600 block of Melrose (Laturca Beauty)
Guvan Dogan, 7600 block of Melrose (Laturca Beauty)
Sofia Dominguez, 7300 block of Melrose (Vintage Kilo)
Michelle Einstein, 400 block of N Curson
Shari Einstein, 400 block of N Curson
Scott Epstein, 700 block of N Hayworth
Tracy Estrada, 200 block of S Detroit
Yaniv Evan, 7400 block Melrose (Powerplant)
Luke Eve, 400 block of N Ogden
Carmela Fadlon, 700 block of Curson, 7700 and 7100 blocks of Melrose
Isack Fadlon, 7700 block of Melrose (Sportie LA)
Daniel Farasat, 6500 block of Melrose and 7000 block of Melrose
Philip Farha, 700 block of Sycamore
Rabbi Farkash, 7200 block of Waring Ave (Principal, Yeshiva Ohr Elchonon Chabad)
Nick Fehr, 7100 block of Melrose (Lobos Boxing)
Rabbi Fine, Melrose/Spaulding (Chabad Melrose)
Adam Fischer, 7600 block of Melrose (The Garden of Sound)
Rabbi Fischer, Beverly/Grove (Chabad Miracle Mile)
Suzanne Fletcher, Beverly/Grove
Patrick Florendo, Beverly/Grove
Joshua Fogelson, 200 block of S Detroit
Adam Foster, 300 Block of Sierra Bonita
Danielle Fox, 7200 block of Melrose (Rodrigo Vargas Design)
Michael Friedland, 800 block of South Cloverdale Avenue
Samantha Friedland, 800 block of South Cloverdale Avenue
David Fris, 7300 block of Melrose (Blu Jam Cafe)
Shannon Fry, Beverly/Grove
Angela Gannecille, 7600 block of Melrose (Positive Eye Ons)

Petra Garrett, 400 block of Curson
Adam Gerber, 8200 block of Blackburn
Feride Gokcan, 7600 block of Melrose (Laturca Beauty)
Amy Goldenberg, 300 block of N. Hayworth
Seven Graham, 700 block of Genesee
David Grant, 800 block of S. Cloverdale Avenue
Nicholas Greif, 7400 block of Rosewood
Marlen Grussi, 300 block of Gardner
Rabbi Gurary, 7200 block of Waring (Yeshiva Ohr Elchonon Chabad & Jewish Center of Hancock Pk)
Sanj Hagan, 7700 block of Beverly Blvd (Beverly Inn Motel)
Amanda Harding, Beverly/Grove
David Hay, 7300 block of Melrose
John Hay, 7600 block of Melrose
Joel Hernandez, 7600 block of Melrose (Denim Heaven)
Sokoto Hernandez, 7600 block of Melrose (Denim Heaven)
Paul Hirsch, 6500 block of Colgate Ave
Robb Hoffman, 600 block of Martel
Lisa Hoffman, 600 block of Martel
Taylor Holland, 600 block of N Hayworth Ave
Kevin Hou, 7500 block of Melrose (owner of First LED Lighting)
Mark Hughes, 900 block of N Orange Grove
Natalie Jackson, 500 block of Fairfax
John Joannides, 700 block of N Formosa
Mohsen Javadi, 7200 block of Melrose (MJ's Grill)
Shek Kablan, 700 block of N Stanley
Paul Kampf, 7300 block of Melrose (Breadline Productions)
John Kelly, Beverly Grove
Lindsay Kennedy, 7300 block of Melrose (Village Idiot)
Craig Kerzner, 7600 block of Melrose (Positive Eye Ons)
Jetana Kitcharoen, 7100 block of Melrose (Ruam Mitr restaurant)
Mike Khorosh, 800 block of N Formosa (and co-owner of Toasted and Roasted at 7311 Melrose)
Steve Klein, 900 block of Spaulding
Dan Kolodziej, Beverly/Grove
Sylvie Kraizberger, 7400 block of Melrose (Taeem Grill)
Yasmeen Lakhani, 7600 block of Melrose
Tyler Lambert-Perkins, 900 block of Orange Grove
Kristin Lancioine, 300 block of Gardner
Dr. Abby Lane, 8200 block of Blackburn
Ryan Lapidus, Beverly Grove
Glenn Lawson, 6800 block of Melrose (Lawson-Fenning)
Irving Lebovics, Melrose/La Brea (Agudath Israel)
Danny Lee, 700 block of North Citrus Street
Isaac Lee, 800 block of South Cloverdale Avenue

Teresa Leung, 800 block of South Cloverdale Avenue
Chaim Levi, Beverly/Grove
Brian Liebenthal, Beverly/Grove
Vera Liebenthal, Beverly/Grove
Terasa Livingstone, 600 block of North Crescent Heights Blvd
Neil Loden, 900 block of Vista
Cosmo Lombino, 7300 block of Melrose (Cosmo's Glamsquad Boutique)
Bahareh Mahram, 7600 block of Melrose (Melrose Beauty Center)
Kamil Majer, 7300 block of Melrose (Blu Jam Cafe)
Maria Malbas, 6800 block of Melrose (Lawson-Fenning)
Dean Malouf, 7300 block of Melrose (Village Idiot)
Ashley Maltz, 7600 block of Melrose (Canis Major)
David Mann, 800 block of S Cochran
Margaretta Maynard, 300 block of Gardner
Kathryn McCullough, 400 block of N Sierra Bonita
Michael McHugh, 7300 block of Melrose (Maya Hollywood)
Austin Melrose, 7400 block of Melrose and Gardner/Clinton (Melrose Umbrella Co)
Larissa Merriman 300 Block of Sierra Bonita
Andy Meselson, 7400 block of Melrose
Katie Metusal, 600 block of Formosa
Uri Metusal, 600 block of Formosa
Seth Miller, 300 block of Gardner
Christian Mikkelson, 800 block of N Fuller Ave
Phillip Mirmov, 200 block of S Detroit
Joe Mizrahi, Melrose/Spaulding (Young Israel of Los Angeles on Melrose)
Sara Mohazzebi, 700 block of N Stanley
Chris Monaco, 800 block of North Las Palmas Avenue
Tiffany Moon, 400 block of Orange Grove Ave
Jenny Morataya, 800 Stanley
Tadashi Murakami, 7100 block of Melrose (Murakami Sushi)
Daniel Murillo, 800 block of N Mansfield
Stephanie Neher, 800 block of N Mansfield
Lauren Nichols, 300 block of N Ogden
Marga Nichols, 800 block of N Ogden
Taylor Nichols, 800 block of N Ogden
Zev Norotsky, 7600 block of Melrose (Agency Coffee Co)
Hamid Nourafchan, 7500 block of Melrose
Karen O'Keefe, 900 block of N Orange Grove
Paige Orr, 600 block of Spaulding
Neal Owen, 900 block of Martel
Cariad Owen, 900 block of Martel
Nasim Pahlavan, 700 block of N Stanley
Farzaneh Pahlavan, 700 block of N Stanley

Kaveh Pahlavan, 700 block of N Stanley
Telma Palma, 700 block of Formosa
Eric Park, 7600 block of Melrose (Banned LA store)
Justine Pascual, 600 block of N Hayworth
Zachary Patterson, 7400 block of Melrose (Melrose Umbrella Co)
Burjiss Pavri, 8300 block of Blackburn
Denise Payes, 7200 block of Melrose (Rodrigo Vargas Design)
Courtney Penley, 1000 block of Spaulding
Danielle Schenker Peters, Beverly Grove
Kingkan Phromrat, 7200 block of Melrose (Summer Buffalo Restaurant)
Gloria Pink, Melrose/La Brea (Owner, Pink's Hot Dogs)
Richard Pink, Melrose/La Brea (Owner, Pink's Hot Dogs)
Rafael Quinonez, 7700 block of Melrose (Ghost Pizza)
Josh Rafofsky, 400 block of North Mansfield Avenue
Abe Rakov, 900 block of N Alfred
Geoge Reasner, 300 block of Gardner
Dana Riggs, 7100 block of Melrose (Tatsu Ramen)
Andrea Rosetto, 7700 block of Melrose
Zack Rozio, Carthay Circle
David Reid, 900 block of Vista
Seth Resnik, 1200 block of Vista
Elijah Rosenberg, 700 block of N Formosa
Michael Rubin, Melrose/Fairfax (Fairfax High School teacher)
Morgan Russo, 400 block of N Stanley
Nancy Saidian, 7400 block of Melrose (Paris Funk)
Irad Saloman, 700 block of South Cochran Avenue
Rabbi Sanowicz, 7200 block of Waring Avenue (Yeshiva Ohr Elchonon Chabad)
Michael Schneider, 700 block of N Formosa
Katerina Schneider, 700 block of N Formosa
Jay Schoenfeldt, 800 block of S. Cloverdale Avenue
Francis Sebastion, 6600 block of Melrose (Osteria Mozza & Pizzeria Mozza)
Kristin Shroder, 7400 block of Melrose (Spitfire Girl)
Jay Seals, 400 block of N Curson
Jennie Seidewand, 900 block of Orange Grove
Danny Shabtai, 7700 block of Melrose
Mike Shab, 700 block of Orange Grove, 7700 block of Melrose (Fala Bar on Melrose)
Rozet Shabati, 700 block of Curson
Mike Shand, 7300 block of Melrose (Love Baked Wings)
Jay Scott Shonka, 500 block of Fairfax
Zachary Shore, 7600 block of Melrose
Debbie Signer, Miracle Mile (Burnside)
Edye Signer, Miracle Mile (Burnside)
Hanya Signer, S. Orange Grove

Steven Signer, S. Orange Grove
Gareth Smith, 600 block of Spaulding
David Sobel, 6300 block of Lindenhurst
Patrick Solem, 7300 block of Melrose (Love Baked Wings)
Stephanie Sollers, 7100 block of Melrose (Lobos Boxing)
Bill Stein, 500 block of Fairfax
Cat Stevens, 7400 block of Rosewood
J. Keith van Straaten, 300 block of N Genesee
Yury Strashnoy, 7200 block of Melrose (Pie Systems)
Dr. Ryan Stybel, 7600 block of Melrose (Positive Eye Ons)
Sendy Suarez, 7600 block of Melrose
Grace Sun, Melrose/Fairfax (Fairfax High School Student)
Minrong Sun, Melrose/Fairfax (Fairfax High School Student)
Lucas Tammariello, Melrose/Fairfax (Fairfax High School Student)
John Tegzes, 700 block of N Stanley
Jason Tsai, 7200 block of Melrose (Little Spoon Melrose)
Brian Thompson, 7200 block of Melrose (Body Electric Tattoo)
Grant Torre, 800 block of N Hayworth
Thao Tran, 800 Block of S. Cloverdale Avenue
Wil Traval, 600 block of North Crescent Heights Blvd
Principal Lorraine Trollinger, Melrose/Fairfax (Fairfax High School Principal)
Cata Vela, 700 block of North Citrus Avenue
Steven Veninga, 7500 block of Willoughby
Maya Wagoner, 200 block of S Detroit
Austin Wallender, Beverly Grove
Denis Weintraub, 7600 block of Melrose
Sylvia Weintraub, 7600 block of Melrose
Ryan Weisert, 600 Block of S Curson Ave
Molly Weisert, 600 Block of S Curson Ave
Robin Westlund, 600 block of Gardner
Whitney Weston, Melrose/Fairfax (Melrose Trading Post & Greenway Arts Alliance)
Craig White, 900 block of Vista
Inga White, 900 block of Vista
Susan Williams, Beverly Grove
Stacy Winett, 7300 block of Melrose
Andrea Wolf-Sobel, 6300 block of Lindenhurst
David Wright, 7100 block of Melrose
Garrett Yamasaki, 800 block of South Sycamore Avenue
Elizabeth Yarwood, 700 block of N Hayworth
Alex Zielinski, 300 block of North Windsor Avenue

Letters of support from institutions and businesses:

GREATER WILSHIRE
NEIGHBORHOOD COUNCIL

To: Alexander.Caiozzo@lacity.org
Jeff.Palmer@lacity.org

Applicant: StreetsLA / Bureau of Street Services

CC: paul.koretz@lacity.org
Debbie.dynerharris@lacity.org
Kevin.nahai@lacity.org
Martin.Schlageter@lacity.org
nicholas.tom@lacity.org
flor.mota@lacity.org
stephen.d.kreie@lacity.org
landuse@greaterwilshire.org
president@greaterwilshire.org
duckworth.donald@gmail.com
board@midcitywest.org

RE: UPLIFT MELROSE

August 26, 2020

LETTER OF SUPPORT

At its last meeting on August 25th, the Land Use Committee of the Greater Wilshire Neighborhood council voted to RECOMMEND to the Board the adoption of the following motion at its next meeting on 9/9/2020:

That the GWNC Board support the application of StreetsLA's "Uplift Melrose" Project.

The vote was unanimous and taken diligently after considerable stakeholder input and accurately represents the neighborhood's position. In order to accommodate the deadline of the project on 9/15/2020 this letter is sent now pending full board adoption.

We thank you for your interest in the Greater Wilshire Neighborhood Council.
Sincerely,

Philip A. Farha
Board Member Area 8 (Melrose)
Chair, Land Use Committee

Dear Councilmember Koretz,

I have been following with great interest the progress of the proposed Uplift Melrose development (https://streetsla.lacity.org/melrose). As a long time Melrose Avenue adjacent business owner, I wish to express my full and enthusiastic support for this project. I would love to see Melrose Avenue between Fairfax and Highland become a vibrant, safe, pedestrian and bicycle friendly shopping and dining corridor. Melrose Avenue already has national brand name recognition and with Uplift Melrose can fulfill its potential to become one of the most charming and memorable experiences in Los Angeles and provide a major draw to tourists in the future. The amount of foot traffic this project will bring will help to revitalize retail businesses along Melrose Avenue, hit so hard by the pandemic, and will generate substantial increases in sales tax revenue for the City. Please let me know if there is anything I can do to show my support to the City Council regarding this exciting and vital project.

Thank you.

Richard

Richard Pink, President

Pink's Hot Dogs, Inc.

T: 213 321 8757

E: RichardPink@RPinkAssociates.com

FALA BAR

To whom it may concern,

As a long time business owner and resident of the Melrose District, there is nothing more that Melrose needs especially now, then this change. Slowing down the traffic on the streets and allowing more room for customers will help our stores and restaurants immensely. This will also help beautify the historic and iconic street of Melrose.

The better lighting and landscaping will add security for us as residents. Updated crosswalks and slower traffic will be beneficial as well for the safety and well-being of not only us residents, but those who patron on Melrose. There are way too many “close calls” and actual accidents due to people driving too fast on Melrose. Specifically, the crosswalk right adjacent to Fairfax Highschool we have witnessed pedestrians getting struck by cars and near accidents almost daily.

Please take these points into consideration. I am free to further talk about this matter via phone or email.

Best,

Mike Shab

---------- Forwarded message ---------
From: **Trollinger, Lorraine** <l.trollinger@lausd.net>
Date: Mon, Aug 31, 2020 at 8:33 AM
Subject: Re: UPLIFT MELROSE

Hi,

Fairfax HS is in support!

Sincerely,

Lorraine Trollinger, Ed.D.
Principal
Fairfax High School

543 N. Fairfax Avenue, Suite 106
Los Angeles, California 90036
Telephone (323) 285-3540
www.midcitywest.org

BOARD OF DIRECTORS
2019-2021

Scott Epstein
Chair

Lauren Nichols
First Chair

Amy Goldenberg
Second Vice Chair

Vilma Hurtado
Secretary

Ivan Salas-Oroño
Treasurer

Thomas Bailey
Judith Benezra
Mehmet Berker
Cindy Bitterman
Shem Bitterman
Lauren Borchard
Montrese Chandler
Lindsey Chase
Michelle Einstein
Isack Fadlon
Barbara Gallen
Marisa Glucoft
Will Hackner
Taylor Holland
Tyler Lambert-Perkins
Lynda La Rose
Charles Lindenblatt
David Mann
Terence Mylonas
Taylor Nichols
Abe Rakov
Arnali Ray
Michael Schneider
David Sobel
Thao Tran
Henry Van Moyland
Steven Veninga
Don Whitehead
Roque Wicker

August 11, 2020

Letter of support for "Uplift Melrose"

Motion passed with 29 yeas, 2 nays, 1 abstention, 1 recusal

Mid City West Community Council supports the "Uplift Melrose" proposal and supports the city applying for a cycle 5 active transportation program grant.

August 31, 2020

Councilmember Paul Koretz
City of Los Angeles
200 N. Spring Street, Room 440
Los Angeles, Ca 90012

Melrose Arts District BID Board of Directors:

Deny Weintraub
President

Sylvia Weintraub
Corporate Secretary

Julian Chicha
Treasurer

Pierson Blaetz
Greenway Arts Alliance/
Melrose Trading Post

Isack Fadlon
Sportie LA

Daniel Farasat
Tiger West Capital

David Hay
Spacegrab.com

Fred Rosenthal
Ametron Audio/Visual

Donald R. Duckworth
Executive Director

Re: Uplift Melrose Grant Application

Honorable Councilmember Koretz:

The Melrose BID Board of Directors voted unanimously to support the StreetsLA Uplift Melrose Project at their August 14, 2020 Regular Board Meeting. Principal reasons for this action were:

1. Uplift Melrose helps us keep and attract the small, unique, independent, "1-off," "un-mall collection" character of businesses in the Melrose Arts District;
2. Uplift Melrose make the business district safer for all, addressing the documented High Injury Network injuries and deaths on our street;
3. The project provides relief to the COVID-19 and civil unrest disasters that have befallen our community and jeopardize its small businesses;
4. The project captures non-City, State funding for community and business district revitalization that cannot be used for any other purpose than Active Transportation Projects such as bicycle lanes and pedestrian improvements;
5. The project creates the infrastructure programming in the City's own Mobility 2035 Plan, as well as in the Melrose BID's Future Vision Plan, both of which resulted from substantial community engagement as well as deep dives into infrastructure needs;
6. The project compliments the Melrose BID Universal Valet Parking Program, which when fully operational, will cumulatively add an estimated 60 parking spaces to the local inventory and more if new spaces can be provided at Fairfax High School;
7. The project grant includes funding that adjacent neighborhoods can program to design and construct measures that protect against cut-through traffic impacts;
8. The project has positive environmental benefits.

1934 Wilson Avenue
Arcadia, CA 91006
323.525.0840

www.melroseartsdistrict.com
FB: @melroseartsdistrict
Tw: @melroseartsdist
Inst: @melroseartsdistrict

Honorable Paul Koretz
Uplift Melrose
August 31, 2020

The Melrose BID Board believes that the Uplift Melrose Project is a transformative project for the neighborhood. Failing to pursue State Grant funding that meets adopted City initiatives is a wasted opportunity in an era of limited public funds.

The Melrose business and property owners have stepped up. We have shared values with the surrounding non-profits and residents. We all want pedestrian scale, unique business operations. We want to improve livability, vibrancy and affordability. We all must combat global warming and the inevitability that the City cannot solve transportation challenges through car infrastructure alone. This grant opportunity supports these objectives through a green design that is also business supporting and neighborhood-enhancing.

The arguments against the project have been taken to heart and can be accommodated: Pass through traffic prevention measures will be funded by grant monies with required traffic studies and community input; and parking can and must be accommodated within the business District. If, after grant funding is approved, your office is not comfortable that all project impacts have been addressed, the Grant monies can be returned. But to not even support applying for the Grant would be devastating. It only loses us an opportunity. We are committed to a long-term community-wide "win-win" outcome and ask you to join us, for history!

We will be meeting with you on Wednesday and look forward to continuing the dialogue.

Sincerely,

Dr. Denis Weintraub
President

Donald R. Duckworth
Executive Director

August 20, 2020

Honorable Paul Koretz
City Council Member
City of Los Angeles
200 N. Spring Street
Room 440
Los Angeles, Ca 90012

Paul.koretz@lacity.org

Re: Temple Young Israel of Los Angeles Supports Project Uplift Melrose

Honorable Council Member Koretz:

You and the members of our synagogue, which is located on Melrose Avenue, have a long standing relationship. We have been close for many years. We are voting constituents of you Council District. We are writing this letter because we need your help in improving our neighborhood as proposed by the Uplift Melrose Project, which we have read and analyzed. This project has been endorsed by local business and property owners and residents in the neighborhood to enhance the quality of their businesses and our neighborhood and synagogue. We have considered the project's pros and cons in reaching this conclusion.

As residents of the area, we know that the area has needed improvements for quite some time. You now have the opportunity to leave a positive legacy on our community which has shown you so much support over the years. On behalf on myself and the congregants of Temple Young Israel, we urge you to support the City's ATP Grant application for the Uplift Melrose Project.

Please let us know how else we can help make this a reality.

Sincerely,

Joseph Mizrahi

Young Israel of Los Angeles

Cc: Debbie.dynerharris@lacity.org, alexander.caiozzo@lacity.org, duckworth.donald@gmail.com

CHABAD
melrose

August 21, 2020

Honorable Paul Koretz
City Council Member
City of Los Angeles
200 N. Spring Street
Room 440
Los Angeles, Ca 90012

Paul.koretz@lacity.org

Re: Support for Uplift Melrose Project

Honorable Council Member Koretz:

Chabad Melrose has been a thriving congregation for many years and are immersed in the Melrose community. We are writing this letter because we need your help in improving our neighborhood as proposed by the Uplift Melrose Project, which we learned about in the brief that has circulated. This project has been advanced by residents, retailers and property owners to enhance the quality of their businesses and our neighborhood and synagogue. We have considered the project's features and trade-offs in reaching this conclusion.

As residents of the area, we know that the area has needed improvements for many years and we now have the opportunity to make a lasting impact. On behalf on myself and all of our congregants, we urge you to support the City's ATP Grant application for the Uplift Melrose Project.

Thank you for joining us in supporting this project.

Sincerely,

Rabbi Fine
Chabad Melrose

P: 323-251-3552 E: RABBI@CHABADMELROSE.COM W: WWW.CHABADMELROSE.COM
533 N. GARDNER ST. LOS ANGELES, CA 90036

ב"ה

ישיבה
אור
אלחנן
חב"ד

YESHIVA
OHR
ELCHONON
CHABAD

West Coast
Talmudical Seminary

7215 Waring Avenue
Los Angeles, CA 90046
Tel. (323) 937-3763
Tel. (323) YESHIVA
Fax. (323) 937-9456
Email: yoec@yoec.edu
web: yoec.edu

Rabbi E. Schochet
Rosh Yeshiva/Dean

Rabbi M. Spalter
Executive Director

Mrs. M. Alperin
Assitant to the Director

Rabbi C. Citron
Registar

Rabbi A. Farkash
Menahel

Rabbi D. Thaler
Principal
Mesivta

Rabbi C. Perkowski
Principal
General Studies

Mr. M. Weiss
President Chairman
of the Board

August 20, 2020

Honorable Paul Koretz
City Council Member
City of Los Angeles
200 N. Spring Street
Room 440
Los Angeles, Ca 90012

Paul.koretz@lacity.org

Re: Yeshiva Ohr Elchonon Chabad Supports Project Uplift Melrose

Honorable Council Member Koretz:

Yeshiva Ohr Elchonon Chabad has been an important institution in the Melrose area for years and we've long been of the opinion that Melrose Avenue needs improvements. Such improvements would benefit our school and the local area businesses and neighborhoods. We are writing this letter to request your support of the Uplift Melrose project as described in Uplift Melrose flyer that was circulated. This project has been advanced by local business and property owners to enhance the quality of their businesses and our neighborhood and school. We have considered the project's features and trade-offs in reaching this conclusion.

As residents of the area, we know that the area has needed improvements for many years. You now have the opportunity to leave a lasting, positive legacy on our community which has shown you so much support over the years. On behalf on myself, our entire staff and our students, we urge you to support the City's ATP Grant application for the Uplift Melrose Project.

We stand ready to support this project in any way that we can. Thank you for joining us.

Sincerely,
Rabbi Sanowicz

CC: Debbie.dynerharris@lacity.org, alexander.caiozzo@lacity.org, duckworth.donald@gmail.com

408 South Fairfax Avenue
Los Angeles, CA 90036

August 28, 2020

Honorable Paul Koretz
City Council Member
City of Los Angeles
200 N. Spring Street
Room 440
Los Angeles, Ca 90012

Paul.koretz@lacity.org

Re: Hancock Park School Letter of Support for Uplift Melrose Project

Honorable Council Member Koretz:

Hancock Park Elementary School, home to hundreds of students in the Beverly/Grove area supports the proposed improvements to Melrose Avenue. Such improvements would benefit our school, our Hancock Park neighborhood, our families that live off of Melrose and the local area businesses and neighborhoods. We are writing this letter to request your support of Uplift Melrose.

This project will make Melrose a safer street for our families by extending sidewalks, creating a protected bike lane, enhanced lighting, among many other enhancements. After reviewing the proposal, our board supports this project.

We all know that the City of Los Angeles and particularly the Melrose neighborhood has long needed infrastructure and public space improvements. These needs are even more pronounced given the

devastating impacts of COVID-19 and the recent civil disturbances. Please step-up to the opportunity presented by Uplift Melrose. On behalf on myself, our Board of Directors, and our students and parents, we urge you to support the City's ATP Grant application for the Uplift Melrose Project.

Don't hesitate to contact me if we can assist with this project in any way.

Sincerely,

Shanon Trygstad
President, Friends of Hancock Park School

Cc: Debbie.dynerharris@lacity.org
alexander.caiozzo@lacity.org
duckworth.Donald@gmail.com

August 21, 2020

Honorable Paul Koretz
City Council Member
City of Los Angeles
200 N. Spring Street
Room 440
Los Angeles, Ca 90012

Paul.koretz@lacity.org

Re: Torah Ohr Supports Project Uplift Melrose

Honorable Council Member Koretz:

The congregation at Torah Ohr is writing you today to show our support for the Uplift Melrose Project. This project, which will bring necessary improvements to Melrose, is long overdue. What a wonderful idea to make Melrose safer by reducing traffic speed, extending sidewalks, creating protected bicycle lanes, increasing lighting for safety, among other noted improvements that are showcased in the project brief.

As residents of the area, we know that the area has needed improvements for quite some time. You now have the opportunity to make a lasting impact in our community. On behalf of our entire congregation, we ask that you support the City's ATP Grant application for the Uplift Melrose Project.

Looking forward to hearing positive movement.

Sincerely,

Torah Ohr

August 28, 2020

Honorable Paul Koretz
City Council District 5
City of Los Angeles
200 N. Spring St.
Room 440
Los Angeles, Ca 90012

Paul.koretz@lacity.org

Re: Support for Uplift Melrose Project

Honorable Council Member Koretz:

As long time President of Agudath Israel of California and a community activist for many of the orthodox residents in the Hancock Park/ Melrose, and La Brea area I want to write you in support of the proposed Uplift Melrose Project. We've for a long time felt that the Melrose corridor needs improvements that would benefit our schools, local area business, shuls, and adjacent neighborhoods. It is imperative to emphasize that the grant will enhance the pedestrian safety on the street which is so critical when many of our constituents use walking as their sole way to get around the community during their day to day activities as well as during Shabbot and other religious holidays.

As residents of the area, we already know that the area specifically needs improvement for many years now. As the LA Council district representative for CD5, you have the unique opportunity to leave a significant lasting legacy on our area which has shown you so much support over the years.
On behalf of myself and our community, we urge you to support the Melrose ATP Grant application for this worthwhile project.
Thank you.

Sincerely,

Irving Lebovics, DDS

MELROSE SHOPPING CENTER
7600 Melrose Ave.
Los Angeles, CA 90046

August 31, 2020

Honorable Paul Koretz
City Council District 5
City of Los Angeles
200 N. Spring St.
Room 440
Los Angeles, CA 90012

Paul Koretz@lacity.org

Re: Uplift Melrose Support

Dear Paul,

I was talking to one of your old classmates, Stacy Winett, from Canfield elementary, Palms Middle, and Hamilton High and she and her family are also good friends with us also. Paul, You know my wife, Sylvia, grew up in the area of Melrose/ Fairfax and went to local schools as I did growing up in Beverlywood and graduating Hamilton High. We love and have such pride in this community and I know you do too.

Paul, before you leave office, it is in your hands to dramatically change the environment of our community which will long outlive all of us attending this meeting. People uniformly around here are depressed and frustrated from Covid 19 and the recent vandalism, particularly the small iconic "mom and pop" retail stores are facing financial disaster in our wonderful Melrose BID. Now, more than ever, we have a chance to be a shining example of how urban renewal can upgrade communities that were built in the early part of the last century and have remained structurally the same for the last 80 years. We can once again make the area into vibrant centers of art, entertainment, and culinary excellence.

I got involved because after the financial meltdown of 2008, we saw our "special" neighborhood slide into decay. Melrose was fast becoming a desperate example of filth and economic desperation, not the cutting edge style trend setter it became in the 1980-2000. However, because of the energy and enthusiasm of so many in and out of the city government, **StreetsLA** came up with a positive change that they felt was a perfect fit for the ATP state grant available. Moreover, it was out of the excitement for this unique opportunity to make a difference that this "special" project would forever be documented throughout architectural and urban renewal advocates as a stunning example of a community pulling together to upgrade the environment in which they live and play.

Corporate Office
19161 Allandale Dr.
Tarzana, CA 91356

Tel./Fax : (818) 342-9797
misssyl@yahoo.com

MELROSE SHOPPING CENTER

7600 Melrose Ave.
Los Angeles, CA 90046

Paul, your support is critical for us to move forward. Whatever our difference on methods to attain the goals outlined, we have to apply for the grant by ***September 15*** and then work constructively to insure that all who wish to have input in the project have that opportunity. Melrose , world famous since the 1980's & so well known as a "fun landscape"worldwide as is our sister street, Harajuku, Japan, that it is destined to be the unique place to go and be seen once again, particularly with the Olympics coming to LA in 2028.

Thanks for your support.

Denis

Denis M. Weintraub, DDS

Sylvia

Sylvia Weintraub

7600 Melrose Ave.
Los Angeles, CA 90046

Corporate Office
19161 Allandale Dr.
Tarzana, CA 91356

Tel./Fax : (818) 342-9797
misssyl@yahoo.com

FRIENDS
OF
FAIRFAX

August 30, 2020

Honorable Paul Koretz
City Council Member
City of Los Angeles
200 N. Spring Street
Room 440
Los Angeles, Ca 90012

Paul.koretz@lacity.org

Re: Friends of Fairfax Letter of Support for Uplift Melrose Project

Honorable Council Member Koretz:

Fairfax High School anchors the north edge of the proposed project.. Every school day thousands of students commute to school on Melrose Ave. Currently, the street feels more like an obstacle course than a safe path to school with uneven sidewalks, scooters dodging pedestrians and cars flying down Melrose catching the next yellow light. **We are writing this letter to request your support of Uplift Melrose.**

This project will make Melrose a safe and inviting street for our families by extending sidewalks, raising crosswalks, building safe bus stops, providing shade and oxygen with a canopy of trees, creating a protected bike lane, and lighting the street.

On behalf on myself, our Board of Directors including our principal, Dr. Lorraine Trollinger and UTLA teacher rep, Aris Biegler, we urge you to support the City's ATP Grant application for the Uplift Melrose Project.

Don't hesitate to contact me if we can assist with this project in any way.

Sincerely,

Whitney Weston

Cc: Debbie.dynerharris@lacity.org
alexander.caiozzo@lacity.org
duckworth.Donald@gmail.com

August 30, 2020

Honorable Paul Koretz
City Council Member
City of Los Angeles
200 N. Spring Street
Room 440
Los Angeles, Ca 90012

Paul.koretz@lacity.org

Re: Greenway and Melrose Trading Post supports UPLIFT MELROSE
Honorable Council Member Koretz:

I am writing to you today as a representative of over 100 Greenway employees, over 500 Trading Post vendors and the Fairfax students we serve to show our strong support for the Uplift Melrose Project. This project, which will bring necessary improvements to Melrose, is long overdue. What a great idea to make Melrose safer by reducing traffic speed, extending sidewalks, creating protected bicycle lanes, increasing lighting for safety, among other noted improvements that are showcased in the project brief.

In so many ways, the history of Melrose Ave. represents the heart and soul of Los Angeles. A street filled with artists and entrepreneurs, the unorthodox as well as the orthodox searching for a community that might accept the out of ordinary. Why not invite people to slow down on Melrose Ave. to soak in the culture of Los Angeles on safe, spacious sidewalks rather than speeding past the students, rabbis, models, actors, painters, and other odd folk that frequent our neighborhood.

Looking forward to hearing positive movement. Lets together to uplift Melrose.

In support,

Daniel Pierson Blaetz

September 3, 2020
Honorable Paul Koretz
City Council Member
City of Los Angeles
200 N. Spring Street
Room 440
Los Angeles, Ca 90012

Paul.koretz@lacity.org

Re: Student of Fairfax High Letter of Support for Uplift Melrose Project

Honorable Councilmember Koretz:

Fairfax High School anchors the north edge of the proposed project. Many of the students can be found on Melrose Ave., whether it be commuting to and from school, or simply shopping at local businesses as a pastime. From past experiences and rumors from fellow peers at Fairfax, traveling on Melrose Ave. is known to be difficult due to the uneven and cramped sidewalks, reckless bikers and drivers, as well as unreinforced crowds of people. I am writing this letter to request your support of Uplift Melrose.

This project will not only make Melrose a welcoming street for locals, but also the students, including myself, who attend Fairfax High. By creating additional sidewalk space, raising crosswalks, building safe bus stops, providing shade from a canopy of trees, forming a protected bike lane, and increasing lighting on the street, Melrose Ave. will become a more open and safe environment for all.

On behalf of myself, our Board of Directors, and our local communities, I urge you to support the City's ATP Grant application for the Uplift Melrose Project.

Please contact me if I can assist with this project in any way.

Sincerely,

Minrong Sun

Cc: Debbie.dynerharris@lacity.org
alexander.caiozzo@lacity.org
duckworth.Donald@gmail.com

September 2, 2020

Councilmember Paul Koretz
City of Los Angeles
200 N. Spring Street
Suite 440
Los Angeles, CA 90012

Re: Uplift Melrose Project

Dear Councilmember Koretz:

As business owners within the Melrose Arts District, we are writing to ask that you approve the proposed StreetsLA application for non-City, State grant funding for the "Uplift Melrose" project.

Our store is **Blu Jam Cafe**. The original Blu Jam Cafe was started in the heart of the Melrose district 14 years ago in 2006. We now have 6 locations in the greater Los Angeles area. Much of our success was due to the Melrose District. Its charm and reputation are key components to helping David and I, as Czech immigrants, achieve the American dream. During that time, we have seen many changes to this neighborhood. We have reviewed the plan and believe it is exactly what the Melrose Arts District desperately needs to help revitalize Melrose Avenue. The street's viability has been jeopardized by the pandemic and civil unrest. The dangerous conditions of the street as it currently exists—i.e. cracked and broken sidewalks, insufficient lighting, narrow sidewalks, excessive speed limits, non-existent bike lanes, and complete lack of sidewalk shading—makes it an inhospitable atmosphere for anyone to successfully conduct business or welcome guests.

We believe that the "Uplift Melrose" project is a unique opportunity to transform Melrose into an environmentally sustainable neighborhood that is pedestrian-friendly for shoppers and residents. We understand that the plan includes funding for construction of pass-through traffic prevention measures as designed by each neighborhood. We also understand that the Melrose BID valet parking program will add parking above and beyond any that might be removed as part of the re-design. We fully support the further study and investigation that would come along with the application process.

Please support the StreetsLA "Uplift Melrose" Project grant application. This is an once-in-a-lifetime opportunity.

Thank you,

Kamil Majer

David Fris

Kamil Majer and David Fris
7371 Melrose Ave
Kamil@blujamcafe.com
David@blujamcafe.com

FRATELLI
cafe

September 3, 2020

Councilmember Paul Koretz
City of Los Angeles
200 N. Spring Street
Suite 440
Los Angeles, CA 90012

Re: Uplift Melrose Project

Dear Councilmember Koretz:

As business owners within the Melrose Arts District, we are writing to ask that you approve the proposed StreetsLA application for non-City, State grant funding for the "Uplift Melrose" project.

Our restaurant is Fratelli Café. We have reviewed the plan and believe it is exactly what is needed at this time to help revitalize Melrose Avenue. The street's viability has been jeopardized by the pandemic and civil unrest. The dangerous conditions of the street as it currently exists—i.e. cracked and broken sidewalks, insufficient lighting, narrow sidewalks, excessive speed limits, non-existent bike lanes, and complete lack of sidewalk shading—makes it an inhospitable atmosphere for anyone to successfully conduct business or welcome guests.

We believe that the "Uplift Melrose" project is a unique opportunity to transform Melrose into an environmentally sustainable neighborhood that is pedestrian-friendly for shoppers and residents. We understand that the plan includes funding for construction of pass-through traffic prevention measures as designed by each neighborhood. We also understand that the Melrose BID valet parking program will add parking above and beyond any that might be removed as part of the re-design. We fully support the further study and investigation that would come along with the application process.

Please support the StreetsLA "Uplift Melrose" Project grant application. This is an once-in-a-lifetime opportunity.

Thank you,

Yaron Abraham
Fratelli Café
7200 Melrose Ave.

lawson-fenning

September 2, 2020

Councilmember Paul Koretz
City of Los Angeles
200 N. Spring Street
Suite 440
Los Angeles, CA 90012

Re: Uplift Melrose Project

Dear Councilmember Koretz:

As business owners within the Melrose Arts District, we are writing to ask that you approve the proposed StreetsLA application for non-City, State grant funding for the "Uplift Melrose" project.

Our store is Lawson-Fenning We have reviewed the plan and believe it is exactly what is needed at this time to help revitalize Melrose Avenue. The street's viability has been jeopardized by the pandemic and civil unrest. The dangerous conditions of the street as it currently exists—i.e. cracked and broken sidewalks, insufficient lighting, narrow sidewalks, excessive speed limits, non-existent bike lanes, and complete lack of sidewalk shading—makes it an inhospitable atmosphere for anyone to successfully conduct business or welcome guests.

We believe that the "Uplift Melrose" project is a unique opportunity to transform Melrose into an environmentally sustainable neighborhood that is pedestrian-friendly for shoppers and residents. We understand that the plan includes funding for construction of pass-through traffic prevention measures as designed by each neighborhood. We also understand that the Melrose BID valet parking program will add parking above and beyond any that might be removed as part of the re-design. We fully support the further study and investigation that would come along with the application process.

Please support the StreetsLA "Uplift Melrose" Project grant application. This is an once-in-a-lifetime opportunity.

Thank you,

Maria Malbas
Lawson-Fenning
6824 Melrose Ave.

lawson-fenning

September 2, 2020

Councilmember Paul Koretz
City of Los Angeles
200 N. Spring Street
Suite 440
Los Angeles, CA 90012

Re: Uplift Melrose Project

Dear Councilmember Koretz:

As business owners within the Melrose Arts District, we are writing to ask that you approve the proposed StreetsLA application for non-City, State grant funding for the "Uplift Melrose" project.

Our store is Lawson-Fenning We have reviewed the plan and believe it is exactly what is needed at this time to help revitalize Melrose Avenue. The street's viability has been jeopardized by the pandemic and civil unrest. The dangerous conditions of the street as it currently exists—i.e. cracked and broken sidewalks, insufficient lighting, narrow sidewalks, excessive speed limits, non-existent bike lanes, and complete lack of sidewalk shading—makes it an inhospitable atmosphere for anyone to successfully conduct business or welcome guests.

We believe that the "Uplift Melrose" project is a unique opportunity to transform Melrose into an environmentally sustainable neighborhood that is pedestrian-friendly for shoppers and residents. We understand that the plan includes funding for construction of pass-through traffic prevention measures as designed by each neighborhood. We also understand that the Melrose BID valet parking program will add parking above and beyond any that might be removed as part of the re-design. We fully support the further study and investigation that would come along with the application process.

Please support the StreetsLA "Uplift Melrose" Project grant application. This is an once-in-a-lifetime opportunity.

Thank you,

G Fenning

Grant Fenning, Owner
Lawson-Fenning
6824 Melrose Ave.

September 3, 2020

Councilmember Paul Koretz
City of Los Angeles
200 N. Spring Street
Suite 440
Los Angeles, CA 90012

Re: Uplift Melrose Project

Dear Councilmember Koretz:

As business owners and residents within the Melrose Arts District for over 7 years now, we are writing to ask that you approve the proposed StreetsLA application for non-City, State grant funding for the "Uplift Melrose" project.

Our restaurant is Melrose Umbrella Co. located at 7465 Melrose Ave. We have reviewed the plan and believe it is exactly what is needed at this time to help revitalize Melrose Avenue. The street's viability has been jeopardized by the pandemic and civil unrest. The dangerous conditions of the street as it currently exists—i.e. cracked and broken sidewalks, insufficient lighting, narrow sidewalks, excessive speed limits, non-existent bike lanes, and complete lack of sidewalk shading—makes it an inhospitable atmosphere for anyone to successfully conduct business or welcome guests.

We believe that the "Uplift Melrose" project is a unique opportunity to transform Melrose into an environmentally sustainable neighborhood that is pedestrian-friendly for shoppers and residents. We understand that the plan includes funding for construction of pass-through traffic prevention measures as designed by each neighborhood. We also understand that the Melrose BID valet parking program will add parking above and beyond any that might be removed as part of the re-design. We fully support the further study and investigation that would come along with the application process.

Please support the StreetsLA "Uplift Melrose" Project grant application. This is an once-in-a-lifetime opportunity.

Thank you,

Zach Patterson & Austin Melrose
Melrose Umbrella Co.
7465 Melrose Ave.

September 2, 2020

Councilmember Paul Koretz
City of Los Angeles
200 N. Spring Street
Suite 440
Los Angeles, CA 90012

Re: Uplift Melrose Project

Dear Councilmember Koretz:

As business owners within the Melrose Arts District, we are writing to ask that you approve the proposed StreetsLA application for non-City, State grant funding for the "Uplift Melrose" project.

Our restaurant is Love Baked Wings. We are one of the busiest restaurants on the strip, and are constantly rescuing diners and pedestrians from multiple versions of danger; from the insufficient pedestrian crossings that cause near accidents daily, to the ally way robberies, to trip and falls of which we are currently part of a lawsuit. We have reviewed the plan and believe it is exactly what is needed at this time to help revitalize Melrose Avenue. The street's viability has been jeopardized by the pandemic and civil unrest. The dangerous conditions of the street as it currently exists—i.e. cracked and broken sidewalks, insufficient lighting, narrow sidewalks, excessive speed limits, non-existent bike lanes, and complete lack of sidewalk shading—makes it an inhospitable atmosphere for anyone to successfully conduct business or welcome guests.

We believe that the "Uplift Melrose" project is a unique opportunity to transform Melrose into an environmentally sustainable neighborhood that is pedestrian-friendly for shoppers and residents. We understand that the plan includes funding for construction of pass-through traffic prevention measures as designed by each neighborhood. We also understand that the Melrose BID valet parking program will add parking above and beyond any that might be removed as part of the re-design. We fully support the further study and investigation that would come along with the application process.

Please support the StreetsLA "Uplift Melrose" Project grant application. This is an once-in-a-lifetime opportunity.

Thank you,

Mike Shand & Patrick Solem
Love Baked Wings
7350 Melrose Ave.

September 2, 2020

Councilmember Paul Koretz
City of Los Angeles
200 N. Spring Street
Suite 440
Los Angeles, CA 90012

Re: Uplift Melrose Project

Dear Councilmember Koretz:

As business owners within the Melrose Arts District, we are writing to ask that you approve the proposed StreetsLA application for non-City, State grant funding for the "Uplift Melrose" project.

Our store is Spitfire Girl. We have reviewed the plan and believe it is exactly what is needed at this time to help revitalize Melrose Avenue. The street's viability has been jeopardized by the pandemic and civil unrest. The dangerous conditions of the street as it currently exists—i.e. cracked and broken sidewalks, insufficient lighting, narrow sidewalks, excessive speed limits, non-existent bike lanes, and complete lack of sidewalk shading—makes it an inhospitable atmosphere for anyone to successfully conduct business or welcome guests.

We believe that the "Uplift Melrose" project is a unique opportunity to transform Melrose into an environmentally sustainable neighborhood that is pedestrian-friendly for shoppers and residents. We understand that the plan includes funding for construction of pass-through traffic prevention measures as designed by each neighborhood. We also understand that the Melrose BID valet parking program will add parking above and beyond any that might be removed as part of the re-design. We fully support the further study and investigation that would come along with the application process.

Please support the StreetsLA "Uplift Melrose" Project grant application. This is an once-in-a-lifetime opportunity.

Thank you,

Kristin Schroder
Spitfire Girl
7401 Melrose Ave.

September 2, 2020

Councilmember Paul Koretz
City of Los Angeles
200 N. Spring Street
Suite 440
Los Angeles, CA 90012

Re: Uplift Melrose Project

Dear Councilmember Koretz:

As business owners within the Melrose Arts District, we are writing to ask that you approve the proposed StreetsLA application for non-City, State grant funding for the "Uplift Melrose" project.

Our restaurant is Summer Buffalo. We have reviewed the plan and believe it is exactly what is needed at this time to help revitalize Melrose Avenue. The street's viability has been jeopardized by the pandemic and civil unrest. The dangerous conditions of the street as it currently exists—i.e. cracked and broken sidewalks, insufficient lighting, narrow sidewalks, excessive speed limits, non-existent bike lanes, and complete lack of sidewalk shading—makes it an inhospitable atmosphere for anyone to successfully conduct business or welcome guests.

We believe that the "Uplift Melrose" project is a unique opportunity to transform Melrose into an environmentally sustainable neighborhood that is pedestrian-friendly for shoppers and residents. We understand that the plan includes funding for construction of pass-through traffic prevention measures as designed by each neighborhood. We also understand that the Melrose BID valet parking program will add parking above and beyond any that might be removed as part of the re-design. We fully support the further study and investigation that would come along with the application process.

Please support the StreetsLA "Uplift Melrose" Project grant application. This is an once-in-a-lifetime opportunity.

Thank you,

Kingkan Phromrat
Summer Buffalo
7275 Melrose Ave.

9/3/2020

Councilmember Paul Koretz
City of Los Angeles
200 N. Spring Street
Suite 440
Los Angeles, CA 90012

Re: Uplift Melrose Project

Dear Councilmember Koretz:

As business owners within the Melrose Arts District, we are writing to ask that you approve the proposed StreetsLA application for non-City, State grant funding for the "Uplift Melrose" project.

Our restaurant is Tatsu Ramen. We have reviewed the plan and believe it is exactly what is needed at this time to help revitalize Melrose Avenue. The street's viability has been jeopardized by the pandemic and civil unrest. The dangerous conditions of the street as it currently exists—i.e. cracked and broken sidewalks, insufficient lighting, narrow sidewalks, excessive speed limits, non-existent bike lanes, and complete lack of sidewalk shading—makes it an inhospitable atmosphere for anyone to successfully conduct business or welcome guests.

We believe that the "Uplift Melrose" project is a unique opportunity to transform Melrose into an environmentally sustainable neighborhood that is pedestrian-friendly for shoppers and residents. We understand that the plan includes funding for construction of pass-through traffic prevention measures as designed by each neighborhood. We also understand that the Melrose BID valet parking program will add parking above and beyond any that might be removed as part of the re-design. We fully support the further study and investigation that would come along with the application process.

Please support the StreetsLA "Uplift Melrose" Project grant application. This is an once-in-a-lifetime opportunity.

Thank you,

Dana Riggs

Dana Riggs
Tatsu Ramen
7111 Melrose Ave.

September 2, 2020

Councilmember Paul Koretz
City of Los Angeles
200 N. Spring Street
Suite 440
Los Angeles, CA 90012

Re: Uplift Melrose Project

Dear Councilmember Koretz:

As business owners within the Melrose Arts District, we are writing to ask that you approve the proposed StreetsLA application for non-City, State grant funding for the "Uplift Melrose" project.

Our restaurant is The Village Idiot. We have reviewed the plan and believe it is exactly what is needed at this time to help revitalize Melrose Avenue. The street's viability has been jeopardized by the pandemic and civil unrest. The dangerous conditions of the street as it currently exists—i.e. cracked and broken sidewalks, insufficient lighting, narrow sidewalks, excessive speed limits, non-existent bike lanes, and complete lack of sidewalk shading—makes it an inhospitable atmosphere for anyone to successfully conduct business or welcome guests.

We believe that the "Uplift Melrose" project is a unique opportunity to transform Melrose into an environmentally sustainable neighborhood that is pedestrian-friendly for shoppers and residents. We understand that the plan includes funding for construction of pass-through traffic prevention measures as designed by each neighborhood. We also understand that the Melrose BID valet parking program will add parking above and beyond any that might be removed as part of the re-design. We fully support the further study and investigation that would come along with the application process.

Please support the StreetsLA "Uplift Melrose" Project grant application. This is an once-in-a-lifetime opportunity.

Thank you,

Charlie Conrad & Lindsay Kennedy
The Village Idiot
7383 Melrose Ave.

TIGER WEST CAPITAL

TIGER WEST CAPITAL LLC
7024 Melrose Avenue, Suite 500
Los Angeles, CA 90038
P 323-936-5500
F 323-843-9996
HELLO@TIGERWESTCAPITAL.COM
tigerwestcapital.com

September 2, 2020

Councilmember Paul Koretz
City of Los Angeles
200 N. Spring Street, Suite 440
Los Angeles, CA 90012

Re: Uplift Melrose Project – Fairfax to Highland

Dear Councilmember Koretz:

As a business owner and property owner within the Melrose Arts District, I am writing to ask that you support the proposed StreetsLA application for non-City, state grant funding for the "Uplift Melrose" project. I also live within your district – in walking distance to Melrose Avenue.

Our business is located in the district and we have had our office in the district since for nearly 10 years. We are owners of our property at 7024 Melrose Avenue and other properties in the immediate area. We have reviewed the plan and have been intimately involved in its formulation.

You have been a great supporter of Melrose Avenue and we believe ATP grant and Uplift Melrose is exactly what is needed at this time to help revitalize Melrose Avenue. The street's viability has been jeopardized by the pandemic and civil unrest. Melrose has been negatively affected by changes in shopping habits and the associated pressures on small, independent businesses. The dangerous conditions of the street as it currently exists—i.e. cracked and broken sidewalks, insufficient lighting, narrow sidewalks, excessive speed limits, non-existent bike lanes, and complete lack of sidewalk shading—makes it an inhospitable atmosphere for anyone to successfully conduct business or welcome guests.

We believe that the "Uplift Melrose" project is a unique opportunity to transform Melrose into an environmentally sustainable neighborhood that is pedestrian-friendly for shoppers and residents. We understand that the plan includes funding for construction of pass-through traffic prevention measures as designed by each neighborhood. We also understand that the Melrose BID valet parking program will add parking above and beyond any that might be removed as part of the re-design. We fully support the further study and investigation that would come along with the application process.

Please support the StreetsLA "Uplift Melrose" Project grant application. This is a once-in-a-lifetime opportunity.

Thank you,

DANIEL FARASAT
MANAGING MEMBER

7753 Melrose Avenue
Los Angeles, CA 90046

September 2, 2020

Councilmember Paul Koretz
City of Los Angeles
200 N. Spring Street
Suite 440
Los Angeles, CA 90012

Re: Uplift Melrose Project

Dear Councilmember Koretz:

As business owners within the Melrose Arts District, we are writing to ask that you approve the proposed StreetsLA application for non-City, State grant funding for the "Uplift Melrose" project.

Our store, Sportie LA, has been on Melrose since 1985 and we have seen the various changes on Melrose over the decades. We are in a critical time, not only because of Covid-19, but because the retail landscape is changing. We have always been about the experience, and experiential retail is more important today than ever. A plan to make the streets more pedestrian friendly is exactly what is needed at this time to help revitalize Melrose Avenue. The dangerous conditions of the street as it currently exists—i.e. cracked and broken sidewalks, insufficient lighting, narrow sidewalks, excessive speed limits, non-existent bike lanes, and complete lack of sidewalk shading—makes it an inhospitable atmosphere for anyone to successfully conduct business or welcome guests.

We believe that the "Uplift Melrose" project is a unique opportunity to transform Melrose into an environmentally sustainable neighborhood that is pedestrian-friendly for shoppers and residents, and, consequently, the project that will ultimately help further bond the relationship between the residents and businesses. We understand that the plan includes funding for construction of pass-through traffic prevention measures as designed by each neighborhood. We also understand that the Melrose BID valet parking program will add parking above and beyond any that might be removed as part of the re-design. We fully support the further study and investigation that would come along with the application process.

Please support the StreetsLA "Uplift Melrose" Project grant application. This is a unique opportunity to transform a street and neighborhood.

Thank you,

Orna Amzaleg
Partner, Sportie LA

August 11, 2020

TO: Adel Hagekhalil, General Manager, StreetsLA
Seleta Reynolds, General Manager, LADOT
Paul Koretz, Councilmember, District 5
David Ryu, Councilmember, District 4

CC: Office of Mayor Eric Garcetti

Streets For All enthusiastically supports the project known as “Uplift Melrose” as proposed by the Los Angeles Bureau of Street Services. Melrose Ave between Fairfax Ave and Highland Ave is on the City of Los Angeles’ notorious High Injury Network. In 2019, two people were killed by traffic violence on Melrose, and between 2016 and 2018, 137 people were injured.

This city is in desperate need of infrastructure that will offer citizens safe alternatives to traveling by car. We are excited about the prospect of Los Angeles’ first curb level protected bike lanes and a series of raised crosswalks to complement them. And we believe the additional tree canopy and nearly 4 acres of additional pedestrian space will provide a notable boost to businesses in the area. We encourage you to move forward with this bold and exciting proposal, which we hope will be a blueprint for other neighborhood revitalizations across the city.

Michael Schneider
Founder
Streets For All

Alexander Caiozzo <alexander.caiozzo@lacity.org>

letter

1 message

eli@sportiela.com <eli@sportiela.com> Fri, Aug 21, 2020 at 4:51 PM
To: paul.koretz@lacity.org
Cc: debbie.dynerharris@lacity.org, alexander.caiozzo@lacity.org, duckworth.donald@gmail.com

August 21, 2020

Honorable Paul Koretz
City Council Member
City of Los Angeles
200 N. Spring Street
Room 440
Los Angeles, Ca 90012

Paul.koretz@lacity.org

Re: Torah Ohr Supports Project Uplift Melrose

Honorable Council Member Koretz:

The congregation at Torah Ohr is writing you today to show our support for the Uplift Melrose Project. This project, which will bring necessary improvements to Melrose, is long overdue. What a wonderful idea to make Melrose safer by reducing traffic speed, extending sidewalks, creating protected bicycle lanes, increasing lighting for safety, among other noted improvements that are showcased in the project brief.

As residents of the area, we know that the area has needed improvements for quite some time. You now have the opportunity to make a lasting impact in our community. On behalf of our entire congregation, we ask that you support the City's ATP Grant

application for the Uplift Melrose Project.

Looking forward to hearing positive movement.

Sincerely,

Torah Ohr

Alexander Caiozzo <alexander.caiozzo@lacity.org>

Uplift Melrose- YES

1 message

Karen Draper <karenhdraper@gmail.com> Mon, Sep 7, 2020 at 7:30 PM
To: board@midcitywest.org
Cc: debbie.dynerharris@lacity.org, paul.koretz@lacity.org, kevin.nahai@lacity.org, jeff.palmer@lacity.org, Alexander.Caiozzo@lacity.org, duckworth.donald@gmail.com

I am writing to voice my support for the Uplift Melrose project, and adding bike lanes to Melrose. I often shop and drive through the Melrose shopping district, but I would do it more often if I could safely bike through the area and could easily park my bike in front of stores. Studies have shown that bike lanes and wider sidewalks increase business along arterial streets, as well as making the neighborhood a nicer place to live. Cycling is an increasingly popular form of exercise and travel in these times of social distancing, and LA has some of the best weather in the world for it. We don't want more smog and traffic--we want liveable streets. Vote YES on Uplift Melrose!

Sincerely,
Karen Draper

Connect Create Collaborate

Alexander Caiozzo <alexander.caiozzo@lacity.org>

Uplift Melrose

2 messages

Zach Bailey <ztbail3y@gmail.com> Mon, Aug 24, 2020 at 8:44 PM
To: board@midcitywest.org, debbie.dynerharris@lacity.org, paul.koretz@lacity.org, kevin.nahai@lacity.org, jeff.palmer@lacity.org, Alexander.Caiozzo@lacity.org, duckworth.donald@gmail.com

Hey there,

I am a Hollywood resident, address is 7760 Hollywood Blvd, Los Angeles, CA 90046, I've lived in this complex for 2 years, and I fully support the plan for protected bike lanes on Melrose Ave between Fairfax and Highland.

I love biking to make local trips and would even more so if I felt safe with a protected barrier.

Cheers,

Zach

--
Zach Bailey
(310) 913-8084
ztbail3y@gmail.com

Alexander Caiozzo <Alexander.Caiozzo@lacity.org> Tue, Aug 25, 2020 at 10:42 AM
To: Zach Bailey <ztbail3y@gmail.com>
Cc: board@midcitywest.org, Debbie Dyner Harris <debbie.dynerharris@lacity.org>, paul.koretz@lacity.org, Kevin Nahai <kevin.nahai@lacity.org>, Jeff Palmer <jeff.palmer@lacity.org>, Donald Duckworth <duckworth.donald@gmail.com>

Good Morning Zach,
My name is Alexander Caiozzo, Project Manager and Landscape Architect with StreetsLA. We appreciate your feedback. Please be sure to join us Wednesday evening at 6:30 pm for the Virtual Community Meeting and take the survey - all information found on our website.

https://streetsla.lacity.org/melrose

Regards,

Alexander J. Caiozzo
Until further notice, Design-Build staff will be working remotely. Please be assured services to the City and our residents will continue in the safest manner possible.

Wash Your Hands, Keep Your Distance, Protect The Elderly

Landscape Architect, **Design-Build Group**

Engineering Services Division | S**tree**tsLA

Department of Public Works | City of Los Angeles

1149 S Broadway 4th Fl. Mail Stop 550, LA CA 90015

(213) 847-2801 alexander.caiozzo@lacity.org

[Quoted text hidden]

Connect Create Collaborate

Alexander Caiozzo <alexander.caiozzo@lacity.org>

UPLIFT MELROSE

2 messages

Seth Resnik <sethcorpbiz@gmail.com> Wed, Aug 26, 2020 at 3:32 PM
To: board@midcitywest.org, debbie.dynerharris@lacity.org, paul.koretz@lacity.org, kevin.nahai@lacity.org, jeff.palmer@lacity.org, Alexander.Caiozzo@lacity.org, duckworth.donald@gmail.com

As a 20-year resident and homeowner in West Hollywood, I write to express my strong support for the Uplift Melrose project.

Melrose Avenue is one of our most unique and vibrant streets. I often eat and socialize there. My gym (Phoenix Effect) is on Melrose. My daily bike commute takes me parallel to Melrose — though I now use a side-street because it's not bike-friendly. In fact I've always thought it dangerous both to bikes and pedestrians. Over the years the through-traffic in particular has gotten more and more aggressive. Recently I passed a memorial to a pedestrian who was hit by a drunk driver near Melrose and Martel.

It's an area that cries out for a greater unity between indoor (retail, food, drink) and outdoor spaces, that is more hospitable to the people that walk the street. In that context, the plan for Uplift Melrose strikes me as a wonderful solution, prioritizing those who live work and play in the area and surrounding neighborhoods, rather than those passing through. And I think it will attract more people to make a positive contribution to the area, rather than just using it as an urban freeway on their way to somewhere else.

Please count this homeowner and longtime resident and fan of Melrose as a vote in favor of the project.

Sincerely,

H. Seth Resnik
1247 N Vista Street
W Hollywood, CA

Debbie Dyner Harris <debbie.dynerharris@lacity.org> Wed, Aug 26, 2020 at 4:00 PM
To: Seth Resnik <sethcorpbiz@gmail.com>
Cc: Board <board@midcitywest.org>, Council Member Koretz <paul.koretz@lacity.org>, Kevin Nahai <kevin.nahai@lacity.org>, Jeff Palmer <jeff.palmer@lacity.org>, Alexander Caiozzo <Alexander.Caiozzo@lacity.org>, Donald Duckworth <duckworth.donald@gmail.com>

Thank you for your email. If you can, please join us at tonight's community meeting on zoom- and take the survey, both of which can be found on the project webpage:
https://streetsla.lacity.org/melrose

Debbie

[Quoted text hidden]
--

Debbie Dyner Harris
District Director
Councilmember Paul Koretz, Fifth District
6380 Wilshire Boulevard, Suite 800 Los Angeles, California 90048
(323) 866-1828
Email: debbie.dynerharris@lacity.org

PLEASE NOTE: All e-mail correspondence with the office of Councilmember Paul Koretz (including any attachments), along with any associated personal identifying information, is considered a public record under the California Public Records Act and may be subject to public disclosure under the Act.

Connect Create Collaborate

Alexander Caiozzo <alexander.caiozzo@lacity.org>

UPLIFT MELROSE

2 messages

Paige Orr <uthrowlikeagirl@gmail.com> Tue, Aug 25, 2020 at 4:31 PM
To: board@midcitywest.org, debbie.dynerharris@lacity.org, paul.koretz@lacity.org, kevin.nahai@lacity.org, jeff.palmer@lacity.org, Alexander.Caiozzo@lacity.org, duckworth.donald@gmail.com

To Whom it May Concern,
I'm writing to voice my support of UPLIFT MELROSE.
I'm very excited about the idea of having a more walk-able and bike-able neighborhood. I think it would be a wonderful addition to our area, especially now during such unpredictable times.

Best,
Paige Orr
617 N. Spaulding Ave
LA CA 90036

Alexander Caiozzo <Alexander.Caiozzo@lacity.org> Tue, Aug 25, 2020 at 4:52 PM
To: Paige Orr <uthrowlikeagirl@gmail.com>
Cc: board@midcitywest.org, Debbie Dyner Harris <debbie.dynerharris@lacity.org>, paul.koretz@lacity.org, Kevin Nahai <kevin.nahai@lacity.org>, Jeff Palmer <jeff.palmer@lacity.org>, Donald Duckworth <duckworth.donald@gmail.com>

Good Afternoon Paige,
My name is Alexander Caiozzo, Project Manager and Landscape Architect with StreetsLA. We appreciate your feedback. Please be sure to join us Wednesday evening at 6:30 pm for the Virtual Community Meeting and take the survey - all information found on our website.

https://streetsla.lacity.org/melrose

Regards,

Alexander J. Caiozzo
Until further notice, Design-Build staff will be working remotely. Please be assured services to the City and our residents will continue in the safest manner possible.
Wash Your Hands, Keep Your Distance, Protect The Elderly
Landscape Architect, **Design-Build Group**
Engineering Services Division | **Stree**tsLA

Department of Public Works | City of Los Angeles
1149 S Broadway 4th Fl. Mail Stop 550, LA CA 90015
(213) 847-2801 alexander.caiozzo@lacity.org

[Quoted text hidden]

Alexander Caiozzo <alexander.caiozzo@lacity.org>

Uplift Melrose

2 messages

Seven Graham <sevengrahamsolutions@gmail.com> Wed, Aug 26, 2020 at 12:44 PM
To: debbie.dynerharris@lacity.org, paul.koretz@lacity.org, kevin.nahai@lacity.org, jeff.palmer@lacity.org, Alexander.Caiozzo@lacity.org, duckworth.donald@gmail.com, board@midcitywest.org
Cc: Michael Schneider <m@michaelschneider.com>

Dear Committee Members,

I'm a Brit *creative, comms & mental health expert & former advisor to UK Gov. Now living in LA, two blocks from Fairfax, on Genesse- very near where it meets Melrose Ave.

I've had the huge privilege of living here since Dec 2015.

I'm writing to urge you all to support ***Uplift Melrose-*** as I believe it will be a huge boost to the area and set a standard & vision for what could be achieved more broadly in Los Angeles.

The success of the Fairfax High School Sunday market, Fairfax Ave as a cool destination for youth culture & shopping, and the variety of fun, cool & independently owned shops on Melrose, east of Fairfax, would be only made better & more 'destination' by reducing traffic & pollution on this stretch of road.

I brought my **Brompton bike from London and have found that LA is truly a wonderful city to cycle in. So much so that I've been car free for two years now & use my bike, skateboards, and Metro buses & trains. All of which are efficient & reasonably priced.

I'm white & middle-class and it seems to me that many more people like me & across the communities could be persuaded out of cars with the kind of vision & planning proposed by Uplift Melrose.

The issues of macro & micro environmental damage being caused by gasoline cars must be addressed with a real sense of urgency.

Young people intuitively get this and so will love you making this area a model of forward thinking urban regeneration!

This project will help ween people off their car addiction and onto greener, cleaner & more healthy options. It's a very pleasant walk along Melrose from Fairfax to Highland - when pollution is reduced- well under an hour, at 1.8 miles distance.

I'm happy to come and talk more in depth about my personal and professional insights, if that would be beneficial to your members?

Here's an article I just had published- ***Alchemy of Authenticity- turning your shit into gold*** -about coronavirus & mental & physical health.

* https://freethework.com/article/seven-graham-authenticity

Hermaphrodite hugs🌈,

Seven Graham (they/their)
7 Graham Solutions
Executive Producer
(+1) 424 394 9840
Insta @angelsareintersex

'Building New Hollywood'

---

2 attachments

image0.jpeg
82K

image0.tiff
400K

Debbie Dyner Harris <debbie.dynerharris@lacity.org> Wed, Aug 26, 2020 at 4:47 PM
To: Seven Graham <sevengrahamsolutions@gmail.com>
Cc: Council Member Koretz <paul.koretz@lacity.org>, Kevin Nahai <kevin.nahai@lacity.org>, Jeff Palmer <jeff.palmer@lacity.org>, Alexander Caiozzo <Alexander.Caiozzo@lacity.org>, Donald Duckworth <duckworth.donald@gmail.com>, Board <board@midcitywest.org>, Michael Schneider <m@michaelschneider.com>

Hello Seven, thank you so much for your feedback about the proposed project. If you have not done so already, please take the survey located on the project website:
http://streetsla.lacity.org/melrose, and join us at the community meeting tonight- information is provided on that site as well.

Thank you again,
Debbie

[Quoted text hidden]

[Quoted text hidden]

I'm white & middle-class and it seems to me that many more people like me & across the communities could be persuaded out of cars with the kind of vision & planning proposed by Uplift Melrose.

The issues of macro & micro environmental damage being caused by gasoline cars must be addressed with a real sense of urgency.

Young people intuitively get this and so will love you making this area a model of forward thinking urban regeneration!

This project will help ween people off their car addiction and onto greener, cleaner & more healthy options. It's a very pleasant walk along Melrose from Fairfax to Highland - when pollution is reduced- well under an hour, at 1.8 miles distance.

I'm happy to come and talk more in depth about my personal and professional insights, if that would be beneficial to your members?

Here's an article I just had published- ***Alchemy of Authenticity- turning your shit into gold*** -about coronavirus & mental & physical health.

* https://freethework.com/article/seven-graham-authenticity

Hermaphrodite hugs🌈,

Seven Graham (they/their)
7 Graham Solutions
Executive Producer
(+1) 424 394 9840
Insta @angelsareintersex

'Building New Hollywood'

--

Debbie Dyner Harris
District Director
Councilmember Paul Koretz, Fifth District

6380 Wilshire Boulevard, Suite 800 Los Angeles, California 90048
(323) 866-1828
Email: debbie.dynerharris@lacity.org

PLEASE NOTE: All e-mail correspondence with the office of Councilmember Paul Koretz (including any attachments), along with any associated personal identifying information, is considered a public record under the California Public Records Act and may be subject to public disclosure under the Act.

Connect Create Collaborate

Alexander Caiozzo <alexander.caiozzo@lacity.org>

Uplift Melrose

2 messages

David Kobrin <davidkobrin1960@gmail.com> Fri, Aug 28, 2020 at 3:38 PM
To: paul.koretz@lacity.org
Cc: alexander.caiozzo@lacity.org, duckworth.donald@gmail.com, debbie.dynerharris@lacity.org

August 28, 2020

Honorable Paul Koretz
City Council Member
City of Los Angeles
200 North Spring Street
Room 440
Los Angeles, CA 90012

Hello Councilman Koretz,

As a resident of the Melrose area and fan of The Trading Post at Fairfax High School, I am writing to express my happiness of the Uplift Melrose project.

The idea of being able to enjoy this fabled street on wider sidewalks, surrounded by beautiful trees and a dedicated bike lane is one to look forward to.

I thank you for your tireless work on this project ,and am happy to join you and others in support of Uplift Melrose.

Thank you.

Warm Regards,

David Kobrin

Debbie Dyner Harris <debbie.dynerharris@lacity.org> Fri, Aug 28, 2020 at 6:06 PM
To: David Kobrin <davidkobrin1960@gmail.com>
Cc: Alexander Caiozzo <alexander.caiozzo@lacity.org>, Donald Duckworth <duckworth.donald@gmail.com>

Thank you for your email. If you have not done so already, we are urging folks to fill out the project's online survey, which can be found here: http://streetsla.lacity.org/melrose

Thank you again,
Debbie
[Quoted text hidden]

--

Debbie Dyner Harris
District Director
Councilmember Paul Koretz, Fifth District
6380 Wilshire Boulevard, Suite 800 Los Angeles, California 90048
(323) 866-1828
Email: debbie.dynerharris@lacity.org

PLEASE NOTE: All e-mail correspondence with the office of Councilmember Paul Koretz (including any attachments), along with any associated personal identifying information, is considered a public record under the California Public Records Act and may be subject to public disclosure under the Act.

Connect Create Collaborate

Alexander Caiozzo <alexander.caiozzo@lacity.org>

Uplift Melrose

3 messages

Erial Tompkins <erialtompkins@gmail.com> Tue, Aug 25, 2020 at 9:56 AM
To: board@midcitywest.org, debbie.dynerharris@lacity.org, paul.koretz@lacity.org, kevin.nahai@lacity.org, jeff.palmer@lacity.org, Alexander.Caiozzo@lacity.org, duckworth.donald@gmail.com

Greetings!

My name is Erial Tompkins, and I'm a resident of Larchmont near the Paramount lot. I'm a bicyclist, a motorcyclist and sometimes a car driver. I'm writing to express my sincere support for Uplift Melrose to happen. It's an area that would benefit from being pedestrian-friendly and would be an infrastructure opportunity for many more jobs. I recommend building an underground garage somewhere - like in Larchmont - but have the top be shops/apartments/a park. Our city is beautiful, and we must continue to push it towards a future that gets people out of cars.

Thank you,

Erial Tompkins
409 N. Norton Ave
Los Angeles, CA 90004

Alexander Caiozzo <Alexander.Caiozzo@lacity.org> Tue, Aug 25, 2020 at 10:03 AM
To: Erial Tompkins <erialtompkins@gmail.com>
Cc: board@midcitywest.org, Debbie Dyner Harris <debbie.dynerharris@lacity.org>, paul.koretz@lacity.org, Kevin Nahai <kevin.nahai@lacity.org>, Jeff Palmer <jeff.palmer@lacity.org>, Donald Duckworth <duckworth.donald@gmail.com>

Good Morning Erial,
My name is Alexander Caiozzo, Project Manager and Landscape Architect with StreetsLA. We appreciate your feedback. Please be sure to join us Wednesday evening at 6:30 pm for the Virtual Community Meeting and take the survey - all information found on our website.

https://streetsla.lacity.org/melrose

Regards,

STREETS LA

Alexander J. Caiozzo
Until further notice, Design-Build staff will be working remotely. Please be assured services to the City and our residents will continue in the safest manner possible.
Wash Your Hands, Keep Your Distance, Protect The Elderly
Landscape Architect, **Design-Build Group**
Engineering Services Division | S**tree**tsLA

Department of Public Works | City of Los Angeles
1149 S Broadway 4th Fl. Mail Stop 550, LA CA 90015
(213) 847-2801 alexander.caiozzo@lacity.org

[Quoted text hidden]

Erial Tompkins <erialtompkins@gmail.com> Tue, Aug 25, 2020 at 10:09 AM
To: Alexander Caiozzo <Alexander.Caiozzo@lacity.org>

Will do, thank you!
[Quoted text hidden]

Connect Create Collaborate

Alexander Caiozzo <alexander.caiozzo@lacity.org>

Support for protected bike lanes

2 messages

mark duncan <markduncan@gmail.com> Tue, Aug 25, 2020 at 8:43 AM
To: "Alexander.Caiozzo@lacity.org" <Alexander.Caiozzo@lacity.org>, "board@midcitywest.org" <board@midcitywest.org>, "debbie.dynerharris@lacity.org" <debbie.dynerharris@lacity.org>, "duckworth.donald@gmail.com" <duckworth.donald@gmail.com>, "jeff.palmer@lacity.org" <jeff.palmer@lacity.org>, "kevin.nahai@lacity.org" <kevin.nahai@lacity.org>, "paul.koretz@lacity.org" <paul.koretz@lacity.org>

Dear LA City Elected Officials,

Please support protected bike lanes. It is one of the most important issue to many of us in Los Angeles. It will help bring more customers to local businesses, and will help with safety, the environment, and health.

It is an important issue that affects local voters directly.

Thank you for supporting something so important to the local community.

Best,
Mark Duncan
--
Mark Duncan
Realtor
BRE# 01999098
Cell: 310-266-6149
MarkDuncan@gmail.com

Debbie Dyner Harris <debbie.dynerharris@lacity.org> Tue, Aug 25, 2020 at 9:06 AM
To: mark duncan <markduncan@gmail.com>
Cc: "Alexander.Caiozzo@lacity.org" <Alexander.Caiozzo@lacity.org>, "board@midcitywest.org" <board@midcitywest.org>, "duckworth.donald@gmail.com" <duckworth.donald@gmail.com>, "jeff.palmer@lacity.org" <jeff.palmer@lacity.org>, "kevin.nahai@lacity.org" <kevin.nahai@lacity.org>, "paul.koretz@lacity.org" <paul.koretz@lacity.org>

Thank you very much for your email. If you haven't done so already, please take the time to fill out the survey, located here: https://streetsla.lacity.org/melrose.

Every formal response helps us understand the community's needs better.

Thank you again,
Debbie
[Quoted text hidden]
--

Debbie Dyner Harris
District Director
Councilmember Paul Koretz, Fifth District
6380 Wilshire Boulevard, Suite 800 Los Angeles, California 90048
(323) 866-1828
Email: debbie.dynerharris@lacity.org

PLEASE NOTE: All e-mail correspondence with the office of Councilmember Paul Koretz (including any attachments), along with any associated personal identifying information, is considered a public record under the California Public Records Act and may be subject to public disclosure under the Act.

Connect
Create
Collaborate

Alexander Caiozzo <alexander.caiozzo@lacity.org>

Uplift Melrose project

2 messages

Burjiss Pavri <burjiss85@gmail.com> Wed, Aug 26, 2020 at 10:57 PM
To: Board <board@midcitywest.org>, Debbie Dynerharris <debbie.dynerharris@lacity.org>, Paul Koretz <paul.koretz@lacity.org>, Kevin Nahai <kevin.nahai@lacity.org>, Jeff Palmer <jeff.palmer@lacity.org>, Alexander Caiozzo <Alexander.Caiozzo@lacity.org>, Duckworth Donald <duckworth.donald@gmail.com>

Greetings,

Id like to voice my STRONG support for the UPLIFT MELROSE project. We must follow the advise and guidance of urban development experts and not simply people who scream the loudest. That is how we got into the mess that is LA traffic today. Cities are meant to be for the people to enjoy, not for cars to drive through. It is time we reclaim this great city for Angelenos and this Melrose project is a small step in the right direction.

We must make our streets safe for people again. I want to see my future kids eat, bike, walk our dog and spend their day on melrose. Melrose has been suffering for a long time. This is a great opportunity to reinvest in our communities. You will increase foot traffic and even help retail on there. Home prices will go up since people actually want to LIVE in their neighborhoods, not just drive to walk a park 10 mins away. Not a surprise.

Do the right thing for Los Angeles and Angelenos. We will be grateful, even though some of us may not know it yet.

Thanks,
Burjiss

8349 Blackburn Ave,
Los Angeles, CA 90048

Alexander Caiozzo <Alexander.Caiozzo@lacity.org> Thu, Aug 27, 2020 at 10:12 AM
To: Burjiss Pavri <burjiss85@gmail.com>
Cc: Board <board@midcitywest.org>, Debbie Dynerharris <debbie.dynerharris@lacity.org>, Paul Koretz <paul.koretz@lacity.org>, Kevin Nahai <kevin.nahai@lacity.org>, Jeff Palmer <jeff.palmer@lacity.org>, Duckworth Donald <duckworth.donald@gmail.com>

Good Morning Burjiss,
We appreciate your comments and support of this exciting Uplift Melrose Grant Proposal. Please be sure to go to our website and take the survey, before Sunday August 30, at 11:59 pm.

https://streetsla.lacity.org/melrose

Thank you,

Alexander J. Caiozzo

Until further notice, Design-Build staff will be working remotely. Please be assured services to the City and our residents will continue in the safest manner possible.

Wash Your Hands, Keep Your Distance, Protect The Elderly

Landscape Architect, **Design-Build Group**

Engineering Services Division | S**tree**tsLA

Department of Public Works | City of Los Angeles

1149 S Broadway 4th Fl. Mail Stop 550, LA CA 90015

(213) 847-2801 alexander.caiozzo@lacity.org

[Quoted text hidden]

Connect Create Collaborate

Alexander Caiozzo <alexander.caiozzo@lacity.org>

Uplift Melrose

2 messages

David Kobrin <davidkobrin1960@gmail.com> Fri, Aug 28, 2020 at 3:38 PM
To: paul.koretz@lacity.org
Cc: alexander.caiozzo@lacity.org, duckworth.donald@gmail.com, debbie.dynerharris@lacity.org

August 28, 2020

Honorable Paul Koretz
City Council Member
City of Los Angeles
200 North Spring Street
Room 440
Los Angeles, CA 90012

Hello Councilman Koretz,

As a resident of the Melrose area and fan of The Trading Post at Fairfax High School, I am writing to express my happiness of the Uplift Melrose project.

The idea of being able to enjoy this fabled street on wider sidewalks, surrounded by beautiful trees and a dedicated bike lane is one to look forward to.

I thank you for your tireless work on this project ,and am happy to join you and others in support of Uplift Melrose.

Thank you.

Warm Regards,

David Kobrin

Debbie Dyner Harris <debbie.dynerharris@lacity.org> Fri, Aug 28, 2020 at 6:06 PM
To: David Kobrin <davidkobrin1960@gmail.com>
Cc: Alexander Caiozzo <alexander.caiozzo@lacity.org>, Donald Duckworth <duckworth.donald@gmail.com>

Thank you for your email. If you have not done so already, we are urging folks to fill out the project's online survey, which can be found here: http://streetsla.lacity.org/melrose

Thank you again,
Debbie
[Quoted text hidden]

--

Debbie Dyner Harris
District Director
Councilmember Paul Koretz, Fifth District
6380 Wilshire Boulevard, Suite 800 Los Angeles, California 90048
(323) 866-1828
Email: debbie.dynerharris@lacity.org

PLEASE NOTE: All e-mail correspondence with the office of Councilmember Paul Koretz (including any attachments), along with any associated personal identifying information, is considered a public record under the California Public Records Act and may be subject to public disclosure under the Act.

Connect Create Collaborate

Alexander Caiozzo <alexander.caiozzo@lacity.org>

Re: I support Uplift Melrose, and so should you

1 message

Donald Duckworth <duckworth.donald@gmail.com> Tue, Aug 25, 2020 at 8:29 PM
To: Gareth Smith <mybrokenglasses@gmail.com>
Cc: Alexander Caiozzo <Alexander.Caiozzo@lacity.org>, Debbie Dyner Harris <Debbie.DynerHarris@lacity.org>, Margaret Taylor <margaret@apex-la.com>, Kevin Nahai <kevin.nahai@lacity.org>, Isack Fadlon <isackf@fadlonandrozio.com>

Thank you Gareth. I'm passing your input along to the City officials.

On Tue, Aug 25, 2020 at 6:54 PM Gareth Smith <mybrokenglasses@gmail.com> wrote:

> Hi Donald,
>
> I'm writing to support the Uplift Melrose project.
>
> I've been living in the Melrose District for over 10 years, and have seen it transition into a thriving commercial and dining district. I love this neighborhood, but have always wondered why it wasn't more pedestrian and bike friendly.
>
> It's a unique space in Los Angeles - one of the longest strips of stores and restaurants in the city, yet it still feels like it's overwhelmed by cars. The parking lanes are currently open during morning rush hour, making the entire strip unpleasant for walking. It just doesn't make sense to have so much traffic in a dense shopping district filled with pedestrians.
>
> Uplift Melrose looks like an amazing project, and will make Melrose one of the finest, safest walking districts in the city.
>
> Thanks!
>
> - gareth
>
> Gareth Smith
> 624 1/2 N. Spaulding Ave.
> Los Angeles, CA 90036

Connect Create Collaborate

Alexander Caiozzo <alexander.caiozzo@lacity.org>

Uplift Melrose Project

2 messages

John Joannides <johnjoannides@gmail.com> Tue, Aug 25, 2020 at 9:58 AM
To: board@midcitywest.org, debbie.dynerharris@lacity.org, paul.koretz@lacity.org, kevin.nahai@lacity.org, jeff.palmer@lacity.org, Alexander.Caiozzo@lacity.org, duckworth.donald@gmail.com

Good Morning,

I am a resident of 719 North Formosa Avenue and I am writing to express my full support for the *Uplift Melrose* development plan.

The benefits for pedestrian and cyclist safety with the raised crosswalks and dedicated buffer bike lanes are fantastic. I frequent restaurants and local businesses and the widening of the sidewalk to accommodate foot traffic and outdoor cosmopolitan seating will be tremendously advantageous. For the elderly, disabled and children - navigating the Melrose district currently has safety and accessibility issues, so I would fully support improvements for those residents and visitors also. Overall, the designs, aforementioned benefits as well as the beautification of the strip with trees and seating will be fantastic.

Thank you.
--
John Joannides
m: 917.282.1891
http://linkd.in/112Xs7H

Alexander Caiozzo <Alexander.Caiozzo@lacity.org> Tue, Aug 25, 2020 at 10:02 AM
To: John Joannides <johnjoannides@gmail.com>
Cc: board@midcitywest.org, Debbie Dyner Harris <debbie.dynerharris@lacity.org>, paul.koretz@lacity.org, Kevin Nahai <kevin.nahai@lacity.org>, Jeff Palmer <jeff.palmer@lacity.org>, Donald Duckworth <duckworth.donald@gmail.com>

Good Morning John,
My name is Alexander Caiozzo, Project Manager and Landscape Architect with StreetsLA. We appreciate your feedback. Please be sure to join us Wednesday evening at 6:30 pm for the Virtual Community Meeting and take the survey - all information found on our website.

https://streetsla.lacity.org/melrose

Regards,

Alexander J. Caiozzo
Until further notice, Design-Build staff will be working remotely. Please be assured services to the City and our residents will continue in the safest manner possible.

Wash Your Hands, Keep Your Distance, Protect The Elderly

Landscape Architect, **Design-Build Group**

Engineering Services Division | S**tree**tsLA

Department of Public Works | City of Los Angeles

1149 S Broadway 4th Fl. Mail Stop 550, LA CA 90015

(213) 847-2801 alexander.caiozzo@lacity.org

[Quoted text hidden]

Alexander Caiozzo <alexander.caiozzo@lacity.org>

Support for Uplift Melrose

3 messages

Luke Klipp <lukehklipp@gmail.com> Tue, Aug 25, 2020 at 9:54 AM
To: debbie.dynerharris@lacity.org, paul.koretz@lacity.org, kevin.nahai@lacity.org, Alexander.Caiozzo@lacity.org, duckworth.donald@gmail.com
Cc: jeff.palmer@lacity.org, board@midcitywest.org

To all the addressed recipients:

This message is to lend my support for Uplift Melrose, a project which has the capacity to transform how LA engages with its public space and how we address our myriad challenges in this time.

LA is preparing an application for California's 2020 Active Transportation Program (ATP) grant cycle. The demand for ATP funding is extraordinarily high, with typically only one-third to one-fourth of all funding requests receiving awards through this process. ATP grant funding is also some of the only money available to undertake the street transformation envisioned with Uplift Melrose. ATP is also very strict, in that once an award is granted those funds can only go toward the project as envisioned in the application.

All this said, it is incumbent on our community to rally in support of this visionary approach and to hold our leaders accountable to delivering on what is promised here. That's why I'm writing to you today -- as a stakeholder who has frequented Melrose on a regular basis before the pandemic, and who plans to do so again whenever we have passed this crisis. A transformation of the kind envisioned in Uplift Melrose would take this community from a place my husband and I like to visit on occasion to one we happily bike to and take transit to and explore on foot while visiting its many shops.

Uplift Melrose is the kind of project LA needs. It is the kind of project our country - and our planet - needs to offer a new way forward that enables us to leave the cars at home and to instead walk, bike, and take transit.

Thank you for your attention and for your time.

Best regards,
Luke H. Klipp

Work like you don't need the money,
Love like you've never been hurt, and
Dance like nobody's watching.

Alexander Caiozzo <Alexander.Caiozzo@lacity.org> Tue, Aug 25, 2020 at 10:04 AM
To: Luke Klipp <lukehklipp@gmail.com>
Cc: Debbie Dyner Harris <debbie.dynerharris@lacity.org>, paul.koretz@lacity.org, Kevin Nahai <kevin.nahai@lacity.org>, Donald Duckworth <duckworth.donald@gmail.com>, Jeff Palmer <jeff.palmer@lacity.org>, board@midcitywest.org

Good Morning Luke,

My name is Alexander Caiozzo, Project Manager and Landscape Architect with StreetsLA. We appreciate your feedback. Please be sure to join us Wednesday evening at 6:30 pm for the Virtual Community Meeting and take the survey - all information found on our website.

https://streetsla.lacity.org/melrose

Regards,

Alexander J. Caiozzo
Until further notice, Design-Build staff will be working remotely. Please be assured services to the City and our residents will continue in the safest manner possible.
Wash Your Hands, Keep Your Distance, Protect The Elderly
Landscape Architect, **Design-Build Group**
Engineering Services Division | S**tree**tsLA
Department of Public Works | City of Los Angeles
1149 S Broadway 4th Fl. Mail Stop 550, LA CA 90015
(213) 847-2801 alexander.caiozzo@lacity.org

[Quoted text hidden]

Luke Klipp <lukehklipp@gmail.com> Tue, Aug 25, 2020 at 10:56 AM
To: Alexander Caiozzo <Alexander.Caiozzo@lacity.org>

Thanks Alexander. I took the survey and plan on joining tomorrow evening's community meeting.

---
email: lukehklipp@gmail.com
phone: (415) 203-3102

Work like you don't need the money,
Love like you've never been hurt, and
Dance like nobody's watching.

[Quoted text hidden]

Connect Create Collaborate

Alexander Caiozzo <alexander.caiozzo@lacity.org>

Uplift Melrose

2 messages

Zach Bailey <ztbail3y@gmail.com> Mon, Aug 24, 2020 at 8:44 PM
To: board@midcitywest.org, debbie.dynerharris@lacity.org, paul.koretz@lacity.org, kevin.nahai@lacity.org, jeff.palmer@lacity.org, Alexander.Caiozzo@lacity.org, duckworth.donald@gmail.com

Hey there,

I am a Hollywood resident, address is 7760 Hollywood Blvd, Los Angeles, CA 90046, I've lived in this complex for 2 years, and I fully support the plan for protected bike lanes on Melrose Ave between Fairfax and Highland.

I love biking to make local trips and would even more so if I felt safe with a protected barrier.

Cheers,

Zach

--
Zach Bailey
(310) 913-8084
ztbail3y@gmail.com

Alexander Caiozzo <Alexander.Caiozzo@lacity.org> Tue, Aug 25, 2020 at 10:42 AM
To: Zach Bailey <ztbail3y@gmail.com>
Cc: board@midcitywest.org, Debbie Dyner Harris <debbie.dynerharris@lacity.org>, paul.koretz@lacity.org, Kevin Nahai <kevin.nahai@lacity.org>, Jeff Palmer <jeff.palmer@lacity.org>, Donald Duckworth <duckworth.donald@gmail.com>

Good Morning Zach,
My name is Alexander Caiozzo, Project Manager and Landscape Architect with StreetsLA. We appreciate your feedback. Please be sure to join us Wednesday evening at 6:30 pm for the Virtual Community Meeting and take the survey - all information found on our website.

https://streetsla.lacity.org/melrose

Regards,

Alexander J. Caiozzo
Until further notice, Design-Build staff will be working remotely. Please be assured services to the City and our residents will continue in the safest manner possible.

Wash Your Hands, Keep Your Distance, Protect The Elderly

Landscape Architect, **Design-Build Group**

Engineering Services Division | S**tree**tsLA

Department of Public Works | City of Los Angeles

1149 S Broadway 4th Fl. Mail Stop 550, LA CA 90015

(213) 847-2801 alexander.caiozzo@lacity.org

[Quoted text hidden]

Connect Create Collaborate

Alexander Caiozzo <alexander.caiozzo@lacity.org>

Uplift Melrose

3 messages

Erial Tompkins <erialtompkins@gmail.com> Tue, Aug 25, 2020 at 9:56 AM
To: board@midcitywest.org, debbie.dynerharris@lacity.org, paul.koretz@lacity.org, kevin.nahai@lacity.org, jeff.palmer@lacity.org, Alexander.Caiozzo@lacity.org, duckworth.donald@gmail.com

Greetings!

My name is Erial Tompkins, and I'm a resident of Larchmont near the Paramount lot. I'm a bicyclist, a motorcyclist and sometimes a car driver. I'm writing to express my sincere support for Uplift Melrose to happen. It's an area that would benefit from being pedestrian-friendly and would be an infrastructure opportunity for many more jobs. I recommend building an underground garage somewhere - like in Larchmont - but have the top be shops/apartments/a park. Our city is beautiful, and we must continue to push it towards a future that gets people out of cars.

Thank you,

Erial Tompkins
409 N. Norton Ave
Los Angeles, CA 90004

Alexander Caiozzo <Alexander.Caiozzo@lacity.org> Tue, Aug 25, 2020 at 10:03 AM
To: Erial Tompkins <erialtompkins@gmail.com>
Cc: board@midcitywest.org, Debbie Dyner Harris <debbie.dynerharris@lacity.org>, paul.koretz@lacity.org, Kevin Nahai <kevin.nahai@lacity.org>, Jeff Palmer <jeff.palmer@lacity.org>, Donald Duckworth <duckworth.donald@gmail.com>

Good Morning Erial,
My name is Alexander Caiozzo, Project Manager and Landscape Architect with StreetsLA. We appreciate your feedback. Please be sure to join us Wednesday evening at 6:30 pm for the Virtual Community Meeting and take the survey - all information found on our website.

https://streetsla.lacity.org/melrose

Regards,

STREETS LA

Alexander J. Caiozzo
Until further notice, Design-Build staff will be working remotely. Please be assured services to the City and our residents will continue in the safest manner possible.
Wash Your Hands, Keep Your Distance, Protect The Elderly
Landscape Architect, **Design-Build Group**
Engineering Services Division | S**tree**tsLA

Department of Public Works | City of Los Angeles
1149 S Broadway 4th Fl. Mail Stop 550, LA CA 90015
(213) 847-2801 alexander.caiozzo@lacity.org

[Quoted text hidden]

Erial Tompkins <erialtompkins@gmail.com> Tue, Aug 25, 2020 at 10:09 AM
To: Alexander Caiozzo <Alexander.Caiozzo@lacity.org>

Will do, thank you!
[Quoted text hidden]